

### REMARKS

Applicants have carefully studied the outstanding Official Action, which comprises a restriction requirement. The present amendment is intended to be fully responsive to the restriction requirement and is believed to place the application in condition for allowance. Favorable consideration and allowance of the present application are hereby respectfully requested.

Applicants hereby elect group III, comprising claims 70 - 76, without traverse.

The non-elected claims have been cancelled without prejudice. Applicants reserve the right to pursue the non-elected claims in the context of one or more divisional applications.

Claim 71 has been amended by adding the recitation of claim 74; claim 74 has been cancelled.

Claim 70 has been amended similarly to claim 71.

Claim 76 has been amended to correct a typographical error.

New claims 107 - 133 have been added.

New dependent claims 107 - 110 are supported, inter alia, by the paragraph bridging pages 31 and 32 and the fourth full paragraph on page 32 of the specification.

New claims 111 - 116 are method claims corresponding respectively to apparatus claims 70 - 73, 75, and 76.

New claims 117 - 120 are supported similarly to new claims 107 - 110.

New claims 121 - 126 are apparatus claims, in means-plus-function form, corresponding respectively to apparatus claims 70 - 73, 75, and 76.

New claims 127 - 130 are supported similarly to new claims 107 - 110.

New claim 131 is supported similarly to new claims 112 and 117.

New claims 132 and 133 are supported similarly to new claims 112 and 118.

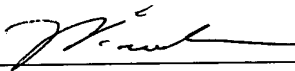
It is believed that all of the new claims, which deal with handling of commercials, are appropriate to group III, and would be classified in the same class and subclass indicated by the Examiner for the group III claims.

In view of the foregoing remarks, it is respectfully submitted that the present application is now in condition for allowance. Favorable consideration and allowance of the present application are respectfully requested.

Respectfully submitted,

9 December 2004

WELSH & KATZ, LTD.  
120 South Riverside Plaza  
22<sup>nd</sup> Floor  
Chicago, Illinois 60606  
(312) 655-1500

  
L. Friedman  
Reg. No. 37,135